

**LEVEL OF SATISFACTION OF FOURTH YEAR HOTEL, RESTAURANT AND
TOURISM MANAGEMENT STUDENTS OF ST. PAUL UNIVERSITY
PHILIPPINES REGARDING THEIR EDUCATIONAL TOUR**

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ABSTRACT

This research utilized the descriptive survey method to ascertain the level of satisfaction of hotel, restaurant and tourism management students on their educational tour. The participants of this study were the fourth year Hotel, Restaurant and Tourism Management students of St. Paul University Philippines who joined the Educational Tour when they were in second year. A structured questionnaire was utilized as the main instrument to gather data needed for the study. Frequency count and percentage, mean and ANOVA were employed as data analysis. Based on the results of the study, it was revealed that the participants have gained new knowledge and meaningful experiences from their Educational Tour. Moreover, the participants were exposed to new and different cultures that can help them to become more sociable and interactive individual. For these reasons, the participants can now compare experiential learning from the usual classroom-based teaching technique. The most preferred recommendations or suggestions to improve or maintain the Educational Tour of the Fourth Year Hotel, Restaurant and Tourism Students of St. Paul University Philippines is "The tour should be one week to have more time in the destinations", "All foods must be included in the package," and "The itinerary should be followed strictly."

Keywords: Educational trip, HRTM, satisfaction

INTRODUCTION

Learning is a continuous process. Every hour or every moment spent either in the classroom or out there in the field is a learning experience. We also learn from all walks of life: students, travellers, bus drivers, hotel receptionists, janitors, street vendors, etc. When students and teachers are together outside the classroom, new educational environments and experiences are possible. Students may have the opportunities to observe many things that are not available in school. Discussing an educational trip beforehand is wise because it allows students to know what they will experience during their get away from school.

Getting away from the everyday atmosphere in the classroom gives students an opportunity to spend time with each other in a new environment. They may be able to connect more of a personal level without structure of the normal school day. Students may be able to spend much of the educational trip day in small groups, observing, chatting to learning about each other. Having an educational trip in the early part of the term is wise, since it allows students to bond with classmates they may not know very well. Educational trips provide valuable educational opportunities away from the classroom, without using textbooks and other tools used in a normal school setting. The students on a tour can often learn while having fun in a more informal environment. Bachelor of Science in Hotel, Restaurant and Tourism Management students are engaging and involving themselves to the development and trends of the 21st Century. As the students become more curious and interested to the destinations in the country and even in the world, the teachers and the school is making an innovation to expose the HRTM students to experience what they have learned inside the classroom.

Exposures in different destinations are of big help to the HRTM Students in exploring and learning by their our own to improve their skills through experiences. It is more effective to see, feel and enjoy every destination rather than seeing it only in pictures and videos or what we call Virtual Tourism. Saint Paul University Philippines really makes a difference in terms of exposures which it provides to its students. It is for these reasons that the researcher is encouraged conducting the study entitled "The Level of Satisfaction of the Fourth Year Hotel, Restaurant

and Tourism Management Students of St. Paul University Philippines on their Asian Tour.”

Conceptual Framework

The paradigm shows how the researcher is guided in conducting the study. It made use of the I-P-O model to ascertain the level of satisfaction of the hotel, restaurant and tourism management students on their educational tour.

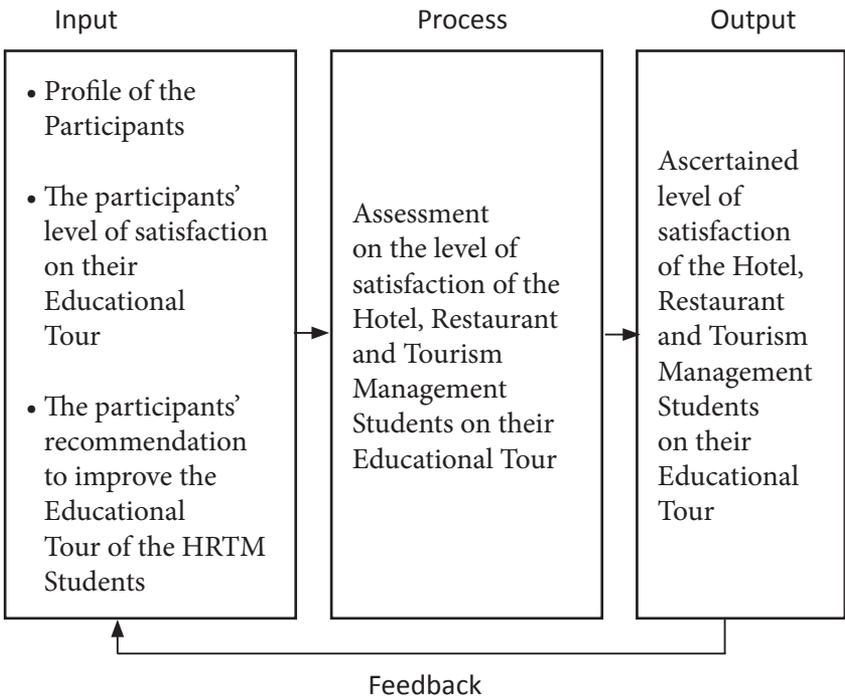


Figure 1. Paradigm of the Study

The input includes the profile of the participants in terms of section, batch, gender; the participants’ level of satisfaction on their educational tour; and the participants’ recommendation to improve the tour of the Hotel, Restaurant and Tourism students in St. Paul University Philippines.

The process phase includes assessment on the level of satisfaction

of the Hotel, Restaurant and Tourism students on their Educational Tour.

The output includes ascertained level of satisfaction of the Hotel, Restaurant and Tourism Management students on their Educational Tour.

Statement of the Problem

This study aimed to determine the Level of Satisfaction of the Hotel, Restaurant and Tourism Management students on their Educational tours.

Specifically, it sought to answer the following questions:

1. What is the profile of participants according to gender and batch?
2. What is the participants' level of satisfaction on their educational tour?
3. Is there a significant difference on the participants' level of satisfaction on their Educational Tour when grouped according to profile variables?
4. What are the suggestions or recommendations to improve or maintain the Educational Tour of the HRTM students?

METHODOLOGY

Research Design

This research utilized the descriptive survey method to ascertain the level of satisfaction of hotel, restaurant and tourism management students on their educational tour.

Research Participants

The participants of this study were the fourth year Hotel, Restaurant and Tourism Management students (SY 2015-2016) from St. Paul University Philippines who joined the Educational Tour when they were in second year (SY 2013-2014).

Instrumentation

The principal data gathering instrument used in this study is the questionnaire. A structured questionnaire was utilized as the main instrument to gather data needed for the study. The questionnaire consist of three parts, namely: Part I gathers information on the profile of the participants, Part II deals with the participants' level of satisfaction on their Educational Tour while Part III deals with participants' suggestions and recommendations to improve the Educational Tour of the students.

Data Gathering Procedure

The researcher collected the data through the following procedures:

1. The researcher made a letter of permission which was checked and signed by the Dean of the School of Accountancy and Business.
2. The data gathered and obtained through the questionnaire were tabulated, analyzed and interpreted.
3. The researcher drew the summary of findings, conclusion and recommendations that were necessary for the improvement of the Educational Tour of HRTM Students of St. Paul University Philippines.

Data Analysis

The data obtained through the questionnaires were interpreted and analyzed using the statistical tools described below:

Frequency count and percentage distribution was used to determine the participants' profile.

Mean was used to determine the participants' level of satisfaction on their educational Tour. To understand better the value of weighted mean, the following arbitrary scale was used as a basis.

Scale	Range	Descriptive Interpretation
5	4.20-5.00	Very much Satisfied
4	3.40-4.19	Very Satisfied
3	2.60-3.39	Moderately Satisfied
2	1.80-2.59	Slightly Satisfied
1	1.00-1.79	Not Satisfied at All

Analysis of Variance or (ANOVA) was used to determine the significant difference on the participants' level of satisfaction on their Educational Tour when grouped according to profile variables.

RESULTS AND DISCUSSION

Profile of the Participants

On gender, majority or 80% of the participants are female and 20% are male. With respect to their batch, majority or 52.5% of the participants are from the 1st batch, and 47.5% are from 2nd batch.

Participants' level of satisfaction on transportation, accommodation, foods, destination and activities on their Asian tour

In terms of transportation, the result showed that the participants were "very satisfied" with a categorical mean of 3.43. This means that the bus company offers them an excellent customer service.

With respect to accommodation, result unveiled that the participants were "very satisfied" with a categorical mean of 3.57. This means that the hotel is conducive and comfortable to stay with. Moreover, it offers good customer service.

Result revealed that the participants were "moderately satisfied" on the foods they served with a categorical mean of 3.16. This implies that the participants are not well satisfied in the served foods.

On destination and activities, the participants were "very satisfied"

with an overall mean of 3.92. This implies that they have really enjoyed the scenic places and activities given to them.

Significant difference on the participants' level of satisfaction on the proposed study on an assessment of the Educational Tour as perceived by 4th year students of St. Paul University Philippines when grouped according to profile variables

There is no significant difference of the participants' level of satisfaction on their Educational Tour in terms of transportation, accommodation, food, destination and activities when grouped according to gender.

There is no significant difference of the participants' level of satisfaction on their Educational Tour in terms of transportation, food, destination and activities when grouped according to batch. However, there is a significant difference of the participants' level of satisfaction on their Educational Tour in terms of accommodation when grouped according to batch.

Participants' suggestions and recommendations

The most preferred recommendations or suggestions to improve or maintain the Educational Tour of the Fourth Year Hotel, Restaurant and Tourism Students of St. Paul University Philippines is "The tour should be one week to have more time in the destinations", "All foods must be included in the package," and "The itinerary should be followed strictly."

CONCLUSION

Based on the findings, the following conclusions were drawn:

The participants have gained new knowledge and meaningful experiences from their Educational Tour. The participants were exposed to new and different cultures that can help them to become more sociable and interactive individuals. The participants can now compare experiential learning from the usual classroom-based teaching technique.

RECOMMENDATIONS

Based on the findings and conclusion of the study, the following recommendations are derived:

The itineraries to be used in future tours may be well-planned and strictly followed.

The students can suggest their choice of country/place that they want to visit considering the advantages that they will get.

The teachers of Philippine & World Tourism subjects may continue to expose the Hotel, Restaurant and Tourism Management Students in other destinations.

St. Paul University Philippines continues to support this kind of tour for it helps the HRTM Students to become more competitive individuals in the future.

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